

Terms of Reference

Video Production Services for the IPPF General Assembly 2025

Background

The International Planned Parenthood Federation (IPPF) will convene its General Assembly on 18–20 November 2025 at the Grand Hyatt Bali, Indonesia, bringing together approximately 420 participants from across the globe. The Assembly will feature formal discussions, panel presentations, and celebratory/ceremonial events.

To capture and commemorate key highlights, IPPF seeks the services of a professional video production agency/team to produce seven (7) short documentary-style videos for presentation during the Assembly.

Objectives

The objective of this assignment is to produce high-quality tribute and profile videos that:

Highlight the achievements of the IPPF Courage Awards Recipients, showcasing their inspiring work in advancing sexual and reproductive health and rights.

Scope of Work

The selected videographer will be responsible for the end-to-end production of the tribute and awardee profile videos, which include the following:

1. Pre-Production

- Scriptwriting: Draft compelling scripts for each video based on the storyline provided by IPPF (see Annex 1), ensuring alignment with the agreed narrative voice and brand guidelines (see Annex 2).
- Storyboarding: Develop visual storyboards for each video to guide editing, pacing, and transitions.
- Asset Curation: Review and curate relevant photos, video clips, and other visual/audio materials from IPPF’s asset bank and other sources provided by IPPF.

2. Production of Tribute Videos

- Produce two (2) tribute videos (3–5 minutes each).
- Integrate curated visuals, narrative, and graphics.

3. Production of Awardee Profile Videos

- Produce five (5) awardee profile videos (2–3 minutes each).
- Content will highlight the story, courage, and achievements of each IPPF Courage Awardee.
- Apply consistent branding, intro/outro animations, and lower-third templates provided by IPPF.

4. Post-Production & Delivery

- Edit and compile all elements (scripts, visuals, graphics, voiceover, music).
- Ensure all outputs strictly follow IPPF brand guidelines.
- Collaborate with ESEAOR staff on feedback and revisions.
- Deliver final, broadcast-quality horizontal/landscape videos (MP4, 1080p or higher) along with raw and working files.

Deliverables

The videographer will be expected to produce and submit the following:

Phase 1 – Tribute Videos

1. Draft scripts for 2 tribute videos (3–5 minutes each).
2. Storyboards illustrating the visual sequence and pacing of each tribute video.
3. First-cut videos incorporating visuals, graphics, lower-thirds, and audio.
4. Revised versions of tribute videos based on IPPF feedback.
5. Final tribute videos (2) in MP4 format, 1080p or higher, plus raw and working files.

Phase 2 – Awardee Profile Videos (5 Courage Awardees)

1. Draft scripts for 5 awardee profile videos (2–3 minutes each).
2. Storyboards for each awardee video, aligned with the unified narrative voice and brand guidelines.
3. First-cut videos incorporating intro/outro animations, visuals, lower-thirds, and audio.
4. Revised versions of awardee videos based on IPPF feedback.
5. Final awardee profile videos (5) in MP4 format, 1080p or higher, plus raw and working files.

Overall Deliverables

- A total of seven (7) finalized videos:
 - 2 tribute videos
 - 5 awardee profile videos (Courage Awardees).
- All scripts, storyboards, and final video files.
- All editable working files (e.g., Adobe Premiere Pro/After Effects project files) submitted to IPPF.

Timeline

Phase 1 – Tribute Videos

- IPPF to send reference materials & guidance – 15 September 2025
- Videographer to draft scripts & storyboards – 15-23 September 2025
- IPPF to review & feedback on scripts/storyboards – 25-26 September 2025
- Videographer to curate assets & begin editing – 29 Sept – 3 Oct 2025
- Submission of first draft tribute videos – 6 October 2025
- IPPF to review & feedback – 7-10 October 2025
- Submission of revised tribute videos – 20 October 2025
- Final tribute videos delivered – 24 October 2025

Phase 2 – Awardee Profile Videos

- IPPF to send awardee information, materials & guidance – 11 October 2025
- Videographer to draft scripts & storyboards – 13-17 October 2025
- IPPF review & feedback on scripts/storyboards – 20-21 October 2025
- Videographer to curate assets & begin editing – 20–27 October 2025
- Submission of first draft awardee videos – 28 October 2025
- IPPF review & feedback – 29–30 October 2025
- Submission of revised awardee videos – 4 November 2025
- Final awardee videos delivered – 7 November 2025

Coordination and Reporting

- The videographer will work under the guidance of IPPF Global Communications and Voice Lead and in close consultation with the General Assembly Secretariat team.
- Communication will primarily be conducted via email and virtual meetings, with feedback loops built into the review stages.

Duration

The assignment will run from 15 September – 7 November 2025, culminating in the submission of final videos ahead of the General Assembly.

Ownership and Rights

All raw materials, edited videos, and final outputs will remain the property of IPPF. The videographer will not use, reproduce, or distribute any of the materials for personal or commercial purposes.

Evaluation Criteria

Proposals will be assessed against the following criteria:

1. Technical Expertise
 - Proven skills in professional video editing, animation, and post-production.
 - Ability to deliver high-quality, broadcast-ready videos in required formats.
2. Storytelling & Scriptwriting Ability
 - Demonstrated capacity to translate concepts into engaging scripts.
 - Creativity in shaping compelling narratives for both tribute and awardee profiles.
3. Creative Approach & Storyboarding
 - Strength of visual storytelling and ability to develop coherent, dynamic storyboards.
 - Innovative yet respectful treatment of tribute and celebratory content.
4. Brand Alignment & Aesthetic Sensitivity
 - Ability to align outputs with IPPF's branding guidelines, tone, and narrative style.
5. Past Experience & Portfolio
 - Relevant experience in producing videos for international organizations, events, or NGOs.
 - Samples of similar tribute/profile documentary-style productions.
6. Project Management & Timeliness
 - Ability to meet deadlines across two phases.
 - Clear workflow for script approval, revisions, and final delivery.
7. Financial Proposal
 - Cost-effectiveness and value for money.
 - Clarity of pricing structure (including breakdown of professional fees, editing, post-production, etc.).

Submission Instructions

Interested video production agencies or independent producers are invited to submit a proposal that includes the following:

1. Cover Letter briefly describing relevant experience and suitability for the assignment.
2. Technical Proposal outlining the approach, methodology, and workflow for producing the videos.
3. Portfolio Samples (links to previous work, preferably documentary or tribute videos).
4. Detailed CV(s) of the videographer and/or production team.
5. Financial Proposal with a clear breakdown of costs (professional fees, editing, post-production, etc.).
6. Timeline/Work Plan confirming ability to deliver within the specified deadlines.

Submission Deadline: Sept. 10, 2025

Submission Email: GA2025@ippf.org copy: newwilliams@ippf.org; RArca@ippf.org

Annex 1 : Skeletal Storyline/Video Structure

A. Tribute Videos

Length: 3–5 minutes each

Tone: Celebratory, dignified, inspirational

Structure / Storyline

1. Opening (10–15 sec)
 - Fade in with IPPF branding intro
 - Voiceover or text
 - Soft, uplifting background music begins.
2. Introduction (30–45 sec)
 - Archival images/videos at key IPPF events in soundbites
 - Voiceover or captions/context.
3. Key Achievements (1–1.5 min)
 - Thematic highlights.
 - Blend of photos, event footage, quotes, and supporting text.
 - On-screen lower-thirds summarizing milestones.
4. Impact & Legacy (1–1.5 min)
 - Testimonials/quotes.
 - Impact.
5. Closing (30–45 sec)
 - Montage of event highlights, symbolic gestures.
 - Closing voiceover/text
 - Fade to IPPF branding outro.

B. Awardee Profile Videos (5 Recipients – IPPF Courage Awards)

Length: 2–3 minutes each

Tone: Inspirational, personal, uplifting

Structure / Storyline

1. Opening (10 sec)
 - Standard Courage Awards intro graphic/animation.
 - Text or voiceover: “Introducing [Name], IPPF Courage Awardee for Courageous _____ 2025.”
2. Who They Are (20–30 sec)
 - Portrait-style footage or supplied images of the awardee.
 - Voiceover or captions: basic introduction (name, country, role, role in MA).

3. The Challenge / Context (30–40 sec)
 - Short framing of the issue they are working on (e.g., stigma, access, rights).
 - Footage/photos illustrating the environment/community they serve.
4. Their Contribution / Story (1–1.2 min)
 - Main body of the video showing the awardee's work in action.
 - Photos, clippings, quotes, or narrated story from third party of what they did.
 - Lower-thirds with keywords highlighting their contribution.
5. Impact (20-30 sec)
 - Results of their work: changes in people's lives, community impact, recognition.
 - Testimonials (short quotes on screen or Voice Over).
6. Closing (15–20 sec)
 - Awardee smiling / group shots / symbolic images.
 - Voiceover or text: “[Name] – IPPF Courage Awardee 2025.”
 - Fade to standard outro animation with IPPF branding.

Annex 2: Narrative Voice & Style Guide for Tribute and Awardee Videos

For a more consistent treatment of all videos, the following guidelines must be observed.

1. Tone of Voice

- Warm & Respectful – honors the dignity of leaders and awardees.
 - Inspirational & Uplifting – focuses on hope, progress, and positive change.
 - Professional but Human – avoids jargon, keeps language accessible and relatable.
 - Grateful & Celebratory – acknowledges contributions with humility and appreciation.
-

2. Narrative Style

- Third-Person Voiceover (Primary):
Neutral narrator voice that presents the story with clarity and warmth.
 - Direct Testimonials (Optional/Secondary):
Short quotes from colleagues, staff, or community members. Use sparingly, integrated with visuals.
 - On-Screen Text / Captions:
For emphasis of key phrases, names, dates, or achievements. Keep concise (max 7–8 words).
-

3. Pacing & Flow

See Annex 1.

Rule of Thumb: Keep sentences short (10–15 words max), use active voice, and ensure pauses for visuals to “breathe.”

4. Language & Word Choice

- Positive, Forward-Looking: Highlight progress and resilience, even when challenges are mentioned.
 - Accessible: Avoid overly technical or bureaucratic terms; prefer words like “community,” “change,” “empower,” “hope,” “courage.”
 - Global yet Personal: Recognize IPPF’s international role but connect to individual stories.
 - Balanced: Celebrate accomplishments without overstating; remain authentic and respectful.
-

5. Visual & Textual Consistency

- Intro/Outro:
 - All videos open and close with standardized IPPF branding animations.
 - Awardee videos use a uniform Courage Awards intro/outro template (to be provided).
 - Lower Thirds:
 - Standardized font, placement, and color per IPPF branding guide (to be provided).
 - Format: Name | Title/Role | Country (as per template)
 - Graphics & Transitions:
 - Smooth, subtle transitions (fades, dissolves). Avoid flashy effects.
 - Use branded color palette for overlays (refer to GA branding guide).
-

6. Music & Sound Design

- Tribute Videos: Warm, dignified instrumental (strings, piano, light percussion). Tempo moderate.
 - Awardee Profiles: Uplifting, hopeful, and slightly faster-paced to reflect energy and courage.
 - Volume Balance: Background music must not overpower narration or testimonials.
 - Consistency: Use a cohesive “sound palette” across all seven videos.
-

7. Key Narrative Anchors

Each video, whether tribute or awardee, should clearly answer:

1. Who is this person? (Identity, role, connection to IPPF)
 2. What did they do? (Their achievements or acts of courage)
 3. Why does it matter? (Impact on IPPF, community, or global health rights)
 4. What do we celebrate? (Gratitude, legacy, inspiration)
-